

Arizona County Lodging Indicators															
County	Occupancy Rate			ADR			RevPAR			Room Demand			Room Supply		
	Feb 2007	Feb 2008	% Change	Feb 2007	Feb 2008	% Change	Feb 2007	Feb 2008	% Change	Feb 2007	Feb 2008	% Change	Feb 2007	Feb 2008	% Change
Apache County	44.1%	48.4%	9.8%	\$61.21	\$67.72	10.6%	\$26.99	\$32.80	21.5%	12,247	13,453	9.8%	27,776	27,776	0.0%
Cochise County	85.3%	75.8%	-11.1%	\$63.52	\$71.51	12.6%	\$54.19	\$54.19	0.0%	59,288	59,169	-0.2%	69,496	78,092	12.4%
Coconino County	42.0%	42.9%	2.1%	\$62.44	\$65.54	5.0%	\$26.22	\$28.09	7.1%	119,564	122,205	2.2%	284,704	285,096	0.1%
Gila County	72.5%	64.8%	-10.6%	\$63.74	\$69.17	8.5%	\$46.22	\$44.84	-3.0%	21,787	20,584	-5.5%	30,044	31,752	5.7%
Graham County		N/A			N/A			N/A		9,132			10,556		
Greenlee County		N/A			N/A			N/A			N/A			N/A	
La Paz County		N/A			N/A			N/A			N/A			N/A	
Maricopa County	79.1%	77.9%	-1.5%	\$148.12	\$174.75	18.0%	\$117.09	\$136.22	16.3%	1,128,279	1,145,425	1.5%	1,427,272	1,469,496	3.0%
Mohave County	60.5%	62.4%	3.1%	\$69.44	\$67.12	-3.3%	\$42.03	\$41.88	-0.4%	71,976	73,842	2.6%	118,916	118,356	-0.5%
Navajo County	52.2%	56.6%	8.4%	\$54.05	\$56.47	4.5%	\$28.20	\$31.97	13.4%	47,269	51,294	8.5%	90,608	90,608	0.0%
Pima County	81.9%	80.5%	-1.7%	\$136.97	\$139.49	1.8%	\$112.22	\$112.23	0.0%	348,623	348,220	-0.1%	425,488	432,824	1.7%
Pinal County	81.2%	82.6%	1.7%	\$90.25	\$100.52	11.4%	\$73.28	\$83.01	13.3%	33,124	33,690	1.7%	40,796	40,796	0.0%
Santa Cruz County	80.2%	71.4%	-11.0%	\$73.67	\$77.47	5.2%	\$59.07	\$55.31	-6.4%	21,530	19,172	-11.0%	26,852	26,852	0.0%
Yavapai County	60.6%	58.7%	-3.1%	\$106.93	\$111.09	3.9%	\$64.81	\$65.23	0.6%	76,322	75,647	-0.9%	125,916	128,828	2.3%
Yuma County	92.8%	80.3%	-13.5%	\$86.13	\$85.58	-0.6%	\$79.93	\$68.69	-14.1%	69,319	71,802	3.6%	74,704	89,460	19.8%

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County	Occupancy Rate			ADR			RevPAR			Room Demand			Room Supply		
	2007 YTD	2008 YTD	% Change	2007 YTD	2008 YTD	% Change	2007 YTD	2008 YTD	% Change	2007 YTD	2008 YTD	% Change	2007 YTD	2008 YTD	% Change
Apache County	43.4%	44.4%	2.3%	\$60.77	\$67.55	11.2%	\$26.38	\$29.99	13.7%	25,405	25,984	2.3%	58,528	58,528	0.0%
Cochise County	79.1%	71.4%	-9.7%	\$62.28	\$69.05	10.9%	\$49.29	\$49.29	0.0%	115,897	117,460	1.3%	146,438	164,551	12.4%
Coconino County	37.5%	39.0%	4.0%	\$62.27	\$65.77	5.6%	\$23.35	\$25.63	9.8%	224,968	234,152	4.1%	599,912	600,738	0.1%
Gila County	68.6%	59.7%	-13.0%	\$63.14	\$67.51	6.9%	\$43.31	\$40.29	-7.0%	43,418	39,926	-8.0%	63,307	66,906	5.7%
Graham County		N/A			N/A			N/A		18,584			22,243		
Greenlee County		N/A			N/A			N/A			N/A			N/A	
La Paz County		N/A			N/A			N/A			N/A			N/A	
Maricopa County	77.2%	71.3%	-7.6%	\$147.64	\$164.93	11.7%	\$114.04	\$117.53	3.1%	2,321,900	2,197,730	-5.3%	3,005,823	3,084,069	2.6%
Mohave County	55.0%	57.2%	4.0%	\$68.52	\$66.60	-2.8%	\$37.71	\$38.07	1.0%	137,903	142,890	3.6%	250,573	250,013	-0.2%
Navajo County	50.1%	52.5%	4.8%	\$53.71	\$56.53	5.3%	\$26.91	\$26.69	10.3%	95,663	100,271	4.8%	190,924	190,924	0.0%
Pima County	76.5%	71.1%	-7.1%	\$126.97	\$127.00	0.0%	\$97.15	\$90.29	-7.1%	686,052	648,364	-5.5%	896,564	912,022	1.7%
Pinal County	77.3%	75.0%	-3.0%	\$86.51	\$93.46	8.0%	\$66.91	\$70.08	4.7%	66,483	64,459	-3.0%	85,963	85,963	0.0%
Santa Cruz County	75.2%	66.5%	-11.6%	\$72.56	\$74.45	2.6%	\$54.53	\$49.54	-9.2%	42,523	37,651	-11.5%	56,581	56,581	0.0%
Yavapai County	55.3%	52.2%	-5.6%	\$102.95	\$106.36	3.3%	\$56.91	\$55.47	-2.5%	146,919	141,822	-3.5%	265,788	271,924	2.3%
Yuma County	88.0%	74.7%	-15.1%	\$83.51	\$84.32	1.0%	\$73.48	\$63.03	-14.2%	138,513	140,902	1.7%	157,412	188,505	19.8%

n/a= not available

* % change compared to last year

Source: Smith Travel Research- The information contained in this report is based upon independent surveys and research from sources considered reliable but no representation is made